

JMG LOGO

GUIDELINES

CHAPTER

DESCRIPTION: Each chapter will create a logo/motto for Jobs for Montana's Graduates and/or the Montana Career Association that is suitable for business representation

PURPOSE: The purpose is to encourage chapters and individuals to work together as a team, utilizing their graphic arts abilities and creative talents to develop a logo which promotes JMG and the MCA. The logo will be used on promotional items at the Career Development Conference.

ELIGIBILITY/ENTRIES: All chapters are eligible to compete. One entry per chapter may be submitted.

OBSERVERS: Logo entries will be displayed during the Fall Leadership Conference.

COMPETITIVE EVENT TIME: Submitted and judged prior to the Fall Leadership Conference. There is no specific event time. However, logos must be submitted by the established deadline.

COMPETITION RULES:

1. The chapter must declare its intent to enter the JMG LOGO event on the conference registration form and submit the application package by the established deadline.
2. Entries will be judged prior to the conference:
3. Entries must be submitted on 8 1/2" x 11" paper from edge to edge (this is standard letter size).
4. Entries must be two-dimensional, flat surfaced.
5. The entry should focus on a logo/motto that will promote JMG and the MCA and be an appropriate business representation that can be used on items used at the Career Development Conference. It should be gender neutral.
6. The motto may only be up to five words long. If "JMG" is used in the motto, it will count as one word.
7. The entry may be the work of the entire chapter or an individual who represents the chapter. Chapters are encouraged to submit a chapter-wide entry to encourage participation as a team member.
8. The following information must be printed *on the back* of the logo.

Name of Chapter	<i>Example:</i> Culbertson High School
City, State	Culbertson, Montana
9. Chapter/school or student name or initials may not appear anywhere on the front of the logo/motto since it will be adapted for statewide use. This includes any other type of personal or chapter identification.
10. Entries will be judged based on the criteria contained in the rating sheet.
11. All decisions of the judges will be final.

JMG LOGO

RATING SHEET

CHAPTER EVENT

High School: _____

CATEGORY	POINTS POSSIBLE	POINTS ACHIEVED	FEEDBACK/COMMENTS (PLEASE NOTE, THIS INFORMATION IS VERY HELPFUL FOR THE STUDENTS AND THEY APPRECIATE ALL COMMENTS YOU PROVIDE.)
MOTTO <ul style="list-style-type: none">Effectively promotes the goals of the JMG/MCA program.	15		
<ul style="list-style-type: none">Degree of Creativity and use of imagination	15		
<ul style="list-style-type: none">To the point; no longer than five words. If "JMG" is used in the motto, it does count as one word toward the five word limit.	10		
LOGO DESIGN: <ul style="list-style-type: none">Artistic Representation.	10		
<ul style="list-style-type: none">Use of color	10		
<ul style="list-style-type: none">Originality—distinctive qualities, although ideas may not be entirely original, credit should be given for new approach.	15		
OVERALL APPEARANCE: <ul style="list-style-type: none">Appropriate for use for promotional materials and t-shirts	10		
<ul style="list-style-type: none">Representative of a professional image.	10		
<ul style="list-style-type: none">Flat surfaced with no student name, local school/chapter or city on front.	5		
TOTAL POINTS	100		
TO PROVIDE ADDITIONAL COMMENTS, PLEASE USE THE BACK OF THIS PAGE.			